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| Name: | | | |
| International Marketing | | | |
| Responsible: | | | |
| Professor Christina Sichtmann, University of Vienna | | | |
| Program: | Type: | Term: | ECTS: |
| Bachelor | Lecture | | 6 CP |
| Time and Venue: | | | |
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| Contents & Objectives: | | | |
| <p>The course seeks to familiarize students with the tools and terminology to explore and understand marketing practices in an international environment. They will learn the scope and challenges of international marketing, the dynamic environment of international trade, culture, political, legal, and business systems of globalizing markets, opportunities and threats on global markets and develop decision-making skills for the successful formulation, implementation and control of international marketing strategies. In particular, the course highlights strategic and managerial issues related to international marketing.</p> <p>Students are required to study and prepare marketing approaches to enter and operate in international markets. Students intensify their knowledge and develop theoretical and practical concepts through case studies.</p> | | | |
| Prerequisites: | | | |
| Students taking this course must have already successfully completed an introductory Marketing course offered at Bachelor level. Exchange students must have successfully completed an equivalent course at their home university. | | | |
| Course structure: | | | |
| Part | Content | | |
| 1 | Scope and Relevance of International Marketing | | |
| 2 | The global marketing concept | | |
| 3 | Internationalization theories | | |
| 4 | Evaluating markets | | |
| 5 | Market entry modes | | |
| 6 | Designing the global marketing programme | | |
| Literature: | | | |
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| Grading: | | | |
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| Contact: | | | |
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